

What is claimed is:

1           1.       A system for providing on-line advertising, comprising:  
2           an advertising generation engine to present an interface guiding on-line  
3           advertising creation, comprising:  
4                    an advertisement interface to create an advertisement from at least  
5           one of user inputs and stored data and comprising information describing at least  
6           one item; and  
7                    an advertising creative interface to generate an advertising creative  
8           in association with the advertisement and including a hyperlink reference to the  
9           advertisement; and  
10          an advertising engine to host the advertisement on-line as a Web page and  
11          to place the advertising creative on one or more targeted Web pages.

1           2.       A system according to Claim 1, further comprising:  
2           an indexer to identify one or more advertisements relevant to a query,  
3           wherein the identified advertisements describe characteristics relevant to at least  
4           one item;  
5                    a scorer to score the advertisements based on match between the query and  
6           the characteristics of the identified advertisements; and  
7                    a targeting component to provide the advertising creative associated with  
8           at least one such advertisement as Web-based content.

1           3.       A system according to Claim 2, wherein a numerical score is  
2           assigned to the identified advertisements based on a degree of the match, and at  
3           least some of the identified advertisements are ranked by the numerical score.

1           4.       A system according to Claim 2, wherein at least some of the  
2           advertisements are provided as the Web-based content in response to selection of  
3           the hyperlink reference of the associated advertising creative.

1           5.       A system according to Claim 2, wherein the advertising creative is  
2           targeted by associating one or more query terms with the item description.

- 1           6.     A system according to Claim 1, wherein at least part of the  
2 information is included in the advertising creative.
- 1           7.     A system according to Claim 1, further comprising:  
2           an advertising creative generator to automatically generate the advertising  
3 creative from the information.
- 1           8.     A system according to Claim 1, further comprising:  
2           an advertising budget interface to determine an advertising budget  
3 specifying compensation associated with the advertising creative.
- 1           9.     A system according to Claim 8, wherein the advertising budget  
2 includes a budgeted compensation amount per unit of time.
- 1           10.    A system according to Claim 8, wherein compensation is collected  
2 for on-line publication of the advertising creative in accordance with the  
3 advertising budget.
- 1           11.    A system according to Claim 8, wherein the advertising budget is  
2 based on at least one of per impression of the formatted advertisement, per click  
3 of the formatted advertisement and by a conversion of the at least one item.
- 1           12.    A system according to Claim 1, wherein the item description  
2 comprises at least one of text, an image, price, contact information, and payment  
3 information.
- 1           13.    A system according to Claim 1, wherein the stored data comprises  
2 at least one of persistently-stored data and a hyperlinked Web page.
- 1           14.    A method for providing on-line advertising, comprising:  
2           presenting an interface guiding on-line advertising creation, comprising:  
3           creating an advertisement from at least one of user inputs and  
4 stored data and comprising information describing at least one item; and

5                   generating an advertising creative in association with the  
6 advertisement and including a hyperlink reference to the advertisement; and  
7                   hosting the advertisement on-line as a Web page and placing the  
8 advertising creative on one or more targeted Web pages.

1           15.    A method according to Claim 14, further comprising:  
2           identifying one or more advertisements relevant to a query, wherein the  
3 identified advertisements describe characteristics relevant to at least one item;  
4           scoring the advertisements based on match between the query and the  
5 characteristics of the identified advertisements; and  
6           providing the advertising creative associated with at least one such  
7 advertisement as Web-based content.

1           16.    A method according to Claim 15, further comprising:  
2           assigning a numerical score to the identified advertisements based on a  
3 degree of the match; and  
4           ranking at least some of the identified advertisements by the numerical  
5 score.

1           17.    A method according to Claim 15, further comprising:  
2           providing at least some of the advertisements as the Web-based content in  
3 response to selection of the hyperlink reference of the associated advertising  
4 creative.

1           18.    A method according to Claim 15, further comprising:  
2           targeting the advertising creative by associating one or more query terms  
3 with the item description.

1           19.    A method according to Claim 14, further comprising:  
2           including at least part of the information in the advertising creative.

1           20.    A method according to Claim 14, further comprising:  
2           automatically generating the advertising creative from the information.

- 1           21.     A method according to Claim 14, further comprising:  
2                 determining an advertising budget specifying compensation associated  
3                 with the advertising creative.
- 1           22.     A method according to Claim 21, wherein the advertising budget  
2                 includes a budgeted compensation amount per unit of time.
- 1           23.     A method according to Claim 21, further comprising:  
2                 collecting compensation for on-line publication of the advertising creative  
3                 in accordance with the advertising budget.
- 1           24.     A method according to Claim 21, wherein the advertising budget is  
2                 based on at least one of per impression of the formatted advertisement, per click  
3                 of the formatted advertisement and by a conversion of the at least one item.
- 1           25.     A method according to Claim 14, wherein the item description  
2                 comprises at least one of text, an image, price, contact information, and payment  
3                 information.
- 1           26.     A method according to Claim 14, wherein the stored data  
2                 comprises at least one of persistently-stored data and a hyperlinked Web page.
- 1           27.     A computer-readable storage medium holding code for performing  
2                 the method according to Claim 14.
- 1           28.     An apparatus for providing on-line advertising, comprising:  
2                 means for presenting an interface guiding on-line advertising creation,  
3                 comprising:  
4                         means for creating an advertisement from at least one of user  
5                         inputs and stored data and comprising information describing at least one item;  
6                         and  
7                         means for generating an advertising creative in association with the  
8                         advertisement and means for including a hyperlink reference to the advertisement;  
9                         and

- 10 means for hosting the advertisement on-line as a Web page and
- 11 means for placing the advertising creative on one or more targeted Web pages.